

December 11, 1996

Mark Faylor KCBA TV 35/KCCN TV 46 P.O. Box 3560 Salinas, CA 93912

Dear Mark:

Congratulations! We are pleased and thrilled to let you know that you have been selected as the Chamber's 1996 Volunteer of the Year. The nomination committee met yesterday and you were selected for your commitment and outstanding contributions to the Chamber.

We are very excited to be honoring you at the Salinas Valley Chamber of Commerce Annual Awards Luncheon on Wednesday, February 5, 1997 at the Salinas Community Center.

Prior to the luncheon you will be contacted by Chamber staff with further details. Your volunteer efforts on behalf of the Chamber are greatly appreciated and truly deserving of this recognition. We look forward to recognizing all of your efforts at the February 5th luncheon.

Kelliama

Again, congratulations.

Sincerely,

Kevin McWilliams, D.D.S.

President

13 December 1996

Amanda Piper **KCCN** 1550 Moffett Street Salinas, CA 93905

Dear Ms. Piper:

Here they are! Your First Night Santa Cruz 1997 admission buttons and programs - part of our thank you! for your support of First Night Santa Cruz.

Because you are a Premier Sponsor, included in this packet are 30 buttons and 6 family invitations to the special sponsors hospitality suite. Please remember to present your invitations at the door.

Information on artists and last minute program changes will be included in the final First Night program which will be inserted into the December 24 issue of Good Times and available during the event. Don't miss your name on the "Sponsors and Supporters" page in that final First Night program.

We hope you greatly enjoy this year's First Night Santa Cruz celebration. We also hope you feel very proud, knowing that you helped make it all possible. If you have any questions beforehand, please feel free to call us at 425-7277.

Happy Holidays and Happy New Year!

Most sincerely.

**Executive Director** 

FAX (408) 425-7338

PO Box 1603 . Santa Cruz. CA 9506

Rethiehem

December 9, 1996

Mr. Mark Faylor KCBA-TV 35 and KCCN-TV 46 1550 Moffett Street Salinas, CA 93905

#### Dear Mark:

We humbly thank you, KCBA-TV 35 and KCCN-TV 46 for your most generous contribution to "Streets of Bethlehem" for 1996. Without business support such as yours, our dreams would be unable to materialize and the message would not be heard. Steve was especially patient and helpful in editing the commercial, and we may never know the number of lives which were impacted because of your altruism.

Someone once wrote "In each heart lies a Bethlehem, an inn where we must ultimately answer whether there is room or not...When we are Bethlehem-bound we can no longer look the other way, conveniently not seeing stars nor hearing angel voices...This year let's go to Bethlehem and see this thing that God has made known to us." Your support helped bring that dream to reality again this year. The crowds were larger, the excitement greater and the lives that were impacted with the reality of Christ was incomparable.

This project has become bigger than any individual, committee or church. This is a community endeavor that allows the Christian body to join hands, voices and creative expression to demonstrate the miracle and wonder of the birth of God's Son, our Savior. You certainly made this year's event more meaningful and marvelous.

We tried to celebrate the extensive involvement of so many partners in this experience: 25,000 filers were distributed; 10,000 cards were handed to folks as they left the "Streets": and newspaper ads were used to identify our partners. Enclosed we've included a filer and card for your reference.

May your Christmas be brighter and more joyous because you helped so many of your neighbors get into the "reason for the season". May 1997 find you growing, discovering, and aware of the miracle and might of God.

With much gratitude and joy.

Reverend Ken Feske

**Pastor** 

KF:kao

Kevin McWilliams, D.D.S.
General Chair

Movery



Girl Scouts of Monterey Bay 10550 Merntt Street Castroville. CA 95012-3311 (408) 372-8048 / 633-4877 1-800-MB GIRLS FAX 633-4029

January 24, 1997

Ernie Hierro KCCN P.O. Box 3560 Salinas, CA 93912

Dear Ernie:

On behalf of Girl Scouts of Monterey Bay, I would like to thank you for the excellent camera work you provided at our First Annual Cookie Rally, January 11, 1997.

The girls enjoyed being filmed and we were impressed with the natural way you worked with them. It isn't easy diving into a group of 550 girls to do anything but you did so with confidence, filming all aspects of this event.

We really appreciate the time and energy you put into this event. Keep up the good work and thanks again.

Sincerely,

Evelyn J. Brown

Director of Development and Communications

CC News Director

EB/Ir

# VALLEY ADVOCACY COMMUNICATION CENTER OF, BY, AND FOR THE DEAF

January 7, 1997

Mr. Mark Faylor, General Manager KCCN & KCBA 1550 Moffett Salinas, CA 93905

Dear Mr. Faylor:

On behalf of Valley Advocacy & Communication Center for the Deaf and Hard of Hearing (V.A.C.C.), please accept our appreciation for the much needed coverage given to our agency by your stations on 12/23/96.

First of all, thank you to Karina Rusk, for seeing the importance of covering the impending loss of services and the hardship to our community V.A.C.C.'s closure would bring.

Jinah Kim, did an excellent job of reporting and seeking information on not just the immediate problem, but also background information on the local Deaf and Hard of Hearing Community.

Kevin Tosolini's camera work added greatly to conveying the message of the story, by making an invisible disability more visible.

Ed Bradford and Colleen Odegaard's presentations of the story, combined with their own personal interest and concern added greatly to the news segments.

Robert Flores' follow up interest in the story and his work throughout are greatly appreciated.

We also wish to express our appreciation to the many others involved in producing these news segments.

The community interest and willingness to be of assistance shown by John Freeman, Caroline Avedesian, Maleene Osuna and Marilyn Getas, are also very much appreciated.

The assistance you and your stations have given us in the past through news coverage and PSAs is greatly appreciated. As we face a new year, we are hopeful that V.A.C.C. will be able to continue serving Monterey County's deaf, hard of hearing and hearing residents and visitors. We look forward to the opportunity of working with you and the team of professionals you employ serving our community.

Thank you and best wishes for a Happy and Healthy New Year. If V.A.C.C. may be of service to you, please contact us.

Sincerely,

Wayne Johnson
Wayne Johnson

Information and Referral

cc: Karina Rusk, Jinah Kim, Kevin Tosolini, Ed Bradford, Colleen Odegaard, Robert Flores, John Freeman, Caroline Avedesian, Maleene Osuna, Marilyn Getas.

Central Coast C vision 356 East Arisal Street PO Box 81171 Salinas, CA 93912 408/755-3800 Rinder; 4: Brunio Mariagan



January 13, 1997

Mr. Mark Faylor, News Director KCBA-TV/KCCN-TV 1550 Moffett Salinas CA 93905

Dear Mr. Faylor:

The past couple of weeks have been difficult ones for Santa Cruz and Monterey county residents. Heavy rains, flooding, strong winds and mud slides have presented tough challenges. There were power outages, too, as many trees, left vulnerable by saturated ground, fell into PG&E power lines and cut off electric service to many customers.

PG&E crews responded quickly to restore power. Your stations provided crucial links between PG&E and its customers, allowing us to tell folks what areas were affected and when they might expect to have their lights back on. For that, we thank you.

California weather presents unique problems for all of us. With the new year barely under way, we're likely to see several more days of stormy weather. We look forward to working with your reporters and crews to provide the information your viewers and our customers need about local energy service.

Again, thank you for your help. Please call me directly if I can be of assistance in the future.

Sincerely,

Robert A. Stump

RAS:scb

# Marty Franich ... FORD ... LINCOLN ... MERCURY ... INC

550 AUTO CENTER DRIVE • WATSONVILLE, CA 95076 • (408) 722-4181 • FAX (408) 724-1850

Hunter Finnell 1550 Moffet Street Salinas CA 93905 January 15, 1997

Dear Hunter.

I would like to thank you for taking time out of your busy schedule to talk to the Freedom Rotary on Tuesday.

Your program was very motivating as well as interesting. The members thanked me for getting an interesting speaker. Also thanks for mentioning our club on your 6:00 news program. Sincerely,

Thomas C. Johnson

cc. Mark Faylor, GM KCCN
Stephen Rickard, President Freedom Rotary
Jeff Kane, Program Chairman Freedom Rotary



Mark-

January 16, 1997

Amanda L. Piper Marketing Director KCCN CBS 46 1550 Moffett Street Salinas, CA 93905

Dear Amanda,

I am writing on behalf of UCSC Arts & Lectures to thank you for your recent coverage of our upcoming event *This Poetry Thang*. We appreciated your postcard informing us that the event would be announced on your program, "Eye On The Homefront".

We will continue to notify you of upcoming Arts & Lectures events. Please contact us if you'd ever like additional information than what we provide.

Sincerely,

Cecilie Hitchcock Publicity Assistant



Girl Scouts of Monterey Bay 10550 Merritt Street Castroville, CA 95012-331 (408) 372-8048 / 633-4877 1-800-MB GIRLS FAX 633-4029

January 16, 1997

Alissandra Dramov KCCN P.O. Box 3560 Salinas, CA 93912

#### Dear Alissandra:

On behalf of Girl Scouts of Monterey Bay, I would like to thank you for the excellent reporting job you did at our First Annual Cookie Rally, January 11, 1997 at Monterey High School.

You were professional and your patience put everyone at ease. You asked questions that allowed you to develop a clear picture of this event, and you took the time to make everyone feel important and part of the story. We couldn't have asked for better reporting.

Your fine work and your stations commitment to community news is to be commended.

Keep up the good work, and thanks again.

Sincerely.

Evelyn J. Brown

Director of Development and Communications

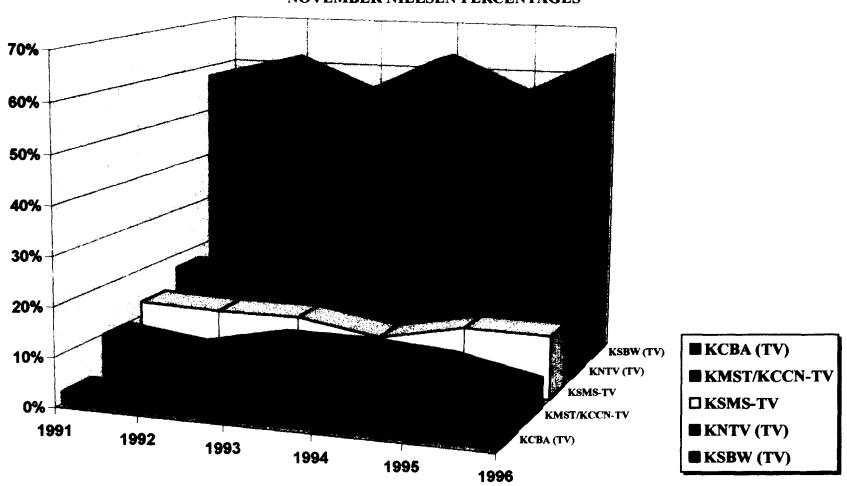
CC News Director

EB/lr

# MONTEREY- SALINAS, CA DMA TOTAL NEWS RATINGS FROM 1991 - 1996

Monday thru Friday

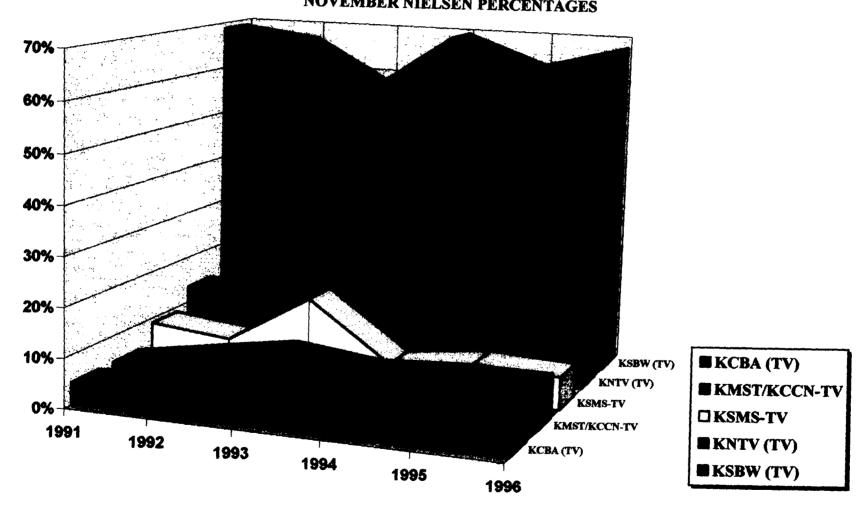
#### **NOVEMBER NIELSEN PERCENTAGES**



# MONTEREY- SALINAS, CA DMA LOCAL NEWS RATINGS FROM 1991 - 1996

Monday thru Friday

# NOVEMBER NIELSEN PERCENTAGES



### MONTEREY-SALINAS, CA DMA TOTAL NEWS RATINGS FROM 1991 - 1996

Monday thru Friday

#### **NOVEMBER NIELSEN PERCENTAGES**

	KSBW(TV)	KNTV(TV)	KMST/KCCN-TV	KCBA(TV)	KSMS-TV
1991	57.7%	17.1%	9.8%	2.4%	13.0%
1992	61.8%	15.3%	7.6%	2.8%	12.5%
1993	54.9%	19.4%	11.1%	2.1%	12.5%
1994	63.2%	12.1%	10.9%	4.0%	9.8%
1995	55.9%	15.2%	9.7%	6.2%	13.1%
1996	64.4%	12.3%	6.1%	4.3%	12.9%

#### **NOVEMBER NIELSEN RATINGS\*\*\***

	KSBW(TV)	KNTV(TV)	KMST/KCCN-TV	KCBA(TV)	KSMS-TV
1991	71	21	12	3	16
1992	89	22	11	4	18
1993	79	28	16	. 3	18
1994	110	21	19	7	17
1995	81	22	14	9	19
1996	105	20	10	7	21

<sup>\*\*\*</sup> Cumulative new ratings for all day parts.

# MONTEREY-SALINAS, CA DMA LOCAL NEWS RATINGS FROM 1991 - 1996

Monday thru Friday

#### **NOVEMBER NIELSEN PERCENTAGES**

	KSBW(TV)	KNTV(TV)	KMST/KCCN-TV	KCBA(TV)	KSMS-TV
1991	68.7%	13.4%	4.5%	4.5%	9.0%
1992	66.7%	13.0%	7.3%	5.8%	7.3%
1993	57.5%	11.3%	10.0%	3.8%	17.5%
1994	69.3%	9.1%	8.0%	8.0%	5.7%
1995	63.3%	8.9%	8.9%	11.4%	7.6%
1996	67.8%	8.9%	8.9%	7.8%	6.7%

### **NOVEMBER NIELSEN RATINGS\*\*\***

	KSBW(TV)	KNTV(TV)	KMST/KCCN-TV	KCBA(TV)	KSMS-TV
1991	46	9	3	3	6
1992	46	9	5	4	5
1993	46	9 .	8	3	. 14
1994	61	8	7	7	5
1995	50	7	7	9	6
1996	61	8	8	7	6

<sup>\*\*\*</sup> Cumulative new ratings for all day parts.

# Salinas-Monterey, CA

# News Rating 10-Year History

1987	KSBW	KNTV	KMST	KCBA	KSMS
1 600	3	۵			
2 630	3	1	1		
3 700 4 730	7 8	4	•		
5 800	8	3	;		
6 830	7	3	1		
7 1130	2				
8 Noon					
9 500	5		5		
10 530	11	2	5		
11 <b>600</b> 12 <b>630</b>	11	2 2	7 <b>7</b>		
13 1000	11	2	•		
14 1030					
15 1100	6	1	3		
Total Ratings	82	22	32	0	0
Total 1/2 hours	12	10	10		
Total Rating/1/2 hours	6.83	2.20	3.20		
1965	KSBW	KNTV	KMST	KCBA	KSMS
1 600 2 630	3	1	^		
3 700	<b>4</b> 7	1 3	0		
4 730	7	3	1		
5 800	5	3	1		
6 830	6	3	1		
7 1130	3				
8 Noon	_	_	_		
9 500	8	2	2		
10 <b>530</b> 11 <b>600</b>	12 <b>13</b>	3 <b>3</b>	2 3		
12 630	12	3	.,		
13 1000	•				
14 1030					
15 11 <b>00</b>	8	3	3		
Total Ratings	89	25	14	0	0
Total 1/2 hours	12	10	9		
Total Rating/1/2 hours	7.42	2.50	1.56		
1989	KSBW	KNTV	KMST	KCBA	KSMS
1 600	3	0	0		
2 <b>630</b> 3 <b>700</b>	<b>5</b> 7	1 2	0 2		
4 730	6				
5 800	6	2 2 2	2 2 3		
6 <b>830</b>	5	2	3		
7 1130	3				
8 Noon	_	_	_		
9 500	9	2	3		
10 <b>530</b> 11 <b>600</b>	12 13	2 <b>2</b>	3 <b>2</b>		
12 630	11	4	4		
13 1000	• •				
14 1030					
15 1100	7	2	1		
Total Ratings	88	17	18	0	a
Total 1/2 hours	12	10	10	•	_
Total Rating/1/2 hours	7.33	1.70	1.80		

1990		KSBW	KNTV	KMST	KCSA	KSMS
1	690	3	0			
2	630	4	0	9		
3	700	5	4	1		
4	730	6	4	1		
5	800	5	4	1		
6	830	5	4	1		
7	1130	4				
8	Noon					
9	500	10	1			
10	530	13	2	_	1	_
11	600	13	2	2	1	7
12	630	11		2	_	7
13	1000				2	2
14 15	1039 1100	6	2	2		2
		_				
Total R		86	23	10	4	18
Total 1/2		12	10	8	3	4
Total Rating/1	/2 <b>ho</b> ure	7.17	2.30	1.25	1.33	4.50
1301		KSEW	KNTV	KMST	KCBA	KSMS
1	600	3	0			
2	630	4	1	1		
3	700	4	3	2 2		
4	730	4	3	2		
5	800	4	3	1		
6	830	4	3	*		
7	1130	1				
8	Noon			1		
9	500	8	2	1		
10	530	12	3	2		5
11"	600	11	2	1		5
12	630	10				6
13	1000				2	
14	1030				1	
15	1100	6	1			0
Total R	iatinos	71	21	12	3	16
Total 1/2		12	10	9	2	
Total Rating/1		5.92	2.10	1.33	1.50	4.00
_						
1902		KSBW	KNTV	KMST	KCBA	KSMS
1	600	3	1			1
2	630	4	1	0		
3	700	7	3	1		
4	730	7	2	1		
5	800	6	2 2 2	1		
6	830	6		1		
7	1130	2	1			
8	Noon					
9	500	11	2			4
10	530	17	4	2		4
11	600	11	2	2 2		4
12	630	10	_	_		5
13	1000	· <del>-</del>		3	2	<del>-</del>
14	1030			-	2	
15	1100	5	2		_	0
Total F	ather-		^^	44	4	4.
Total 1/2		89 12	22 11	11 8	4 2	18 6
Total Rating/1		7.42	2.00	1.38	2.00	
I CATELL LIBERAL LIBERAL		1.42	2.00	7.30	2.00	3.00

1993		KSBW	KNTV	KOCN	KCBA	KSMS
1	600	2	1	2		
2	630	3	1			
3	700	5	4	_ 2		
4	730	Ą	4	1		
5	800	5	3	1		
6	830	4	3	1		
7	1130		1			
8	Noon					
9	500	10	2			4
10	530	13	5	2		4
11	600	13	2	3		5
12	630	11		3		4
13	1000				2	
14	1030				1	
15	1100	7	2	3		1
	Ratings	79	28	15	3	18
Total 1/		11	11	9	2	5
Total Rating/1	1/2 hours	7.18	2.55	1.78	1.50	3.60
1994		KSBW	KNTV	KCCN	KCBA	KSMS
1	600	5	1	0		
2	630	7	1	0		
3	700	10	3	2		
4	730	9	2	2		
5	800	7	3	2 2 2		
6	830	7	2	2		
7	1130	2	1			
8	Noon					
9	500	14	2	2		4
10	530	16	3	4		4
11	600	14	2	2	2	4
12	630	11				4
13	1000				3	
14	1030				2	
15	1100	8	1	3	_	1
	Ratings	110	21	19	7	17
Total 1/		12	11	10	3	5
Total Rating/1	/2 hours	9.17	1.91	1.90	2.33	3.40
1995		KSBW	KNTV	KCCN	KCBA	KSMS
1	600	4	1			
2	630	4	1			
3	700	5	3	1		
			_	_		
4	730	5	3	1		
5	800	4	3	1		
5 6	800 830	4	3 3			
5 6 7	800 830 1130	4	3	1		
5 6 7 8	800 830 1130 Noon	4	3 3	1		
5 6 7	800 830 1130	4	3 3	1		4
5 6 7 8	800 830 1130 Noon 500	4 4 2 11	3 3 0	1 1 2		
5 6 7 8 9	800 830 1130 Noon 500 530	4 4 2 11 13	3 3 0	1 1 2 3		4
5 6 7 8 9 10 11	800 830 1130 Noon 500 530 600	4 4 2 11 13 12	3 3 0 1 3	1 1 2		4 5
5 6 7 8 9 10 11	800 830 1130 Noon 500 530 600 630	4 4 2 11 13	3 3 0 1 3	1 1 2 3	4	4
5 6 7 8 9 10 11 12 13	800 830 1130 Noon 500 530 600 630 1000	4 4 2 11 13 12	3 3 0 1 3	1 1 2 3	5.4	4 5
5 6 7 8 9 10 11 12 13	800 830 1130 Noon 500 530 600 630 1000 1030	4 4 2 11 13 12 10	3 3 0 1 3 2	2 3 3	5 4	4 5 <b>5</b>
5 6 7 8 9 10 11 12 13 14 15	800 830 1130 Noon 500 530 600 630 1000 1030 1100	4 4 2 11 13 12 10	3 3 0 1 3 2	2 3 3 3	4	4 5 <b>5</b>
5 6 7 8 9 10 11 12 13 14 15	800 830 1130 Noon 500 530 600 630 1000 1030 1100	4 4 2 11 13 12 10	3 3 0 1 3 2	2 3 3 3	9	4 5 5 1 1
5 6 7 8 9 10 11 12 13 14 15	800 830 1130 Noon 500 530 600 630 1000 1030 1100 Ratings 2 hours	4 4 2 11 13 12 10	3 3 0 1 3 2	2 3 3 3	4	4 5 <b>5</b>

#### Salinas

1996		KSBW	KNTV	KCCN	KCBA	KSMS	
1	670	5	1			0	
2	630	6	1				
3	700	9	3	0			
4	730	8	3	O			
5	800	6	2	a			
6	830	6	2	O			
7	1130		0				
8	Noon	2					
9	500	12	1	2		5	
10	530	15	2	2		5	
11	600	14	2	2 2		5	
12	630	13	2	· 2		5	
13	1900				4		
14	1030				3		
15	1100	9	1	2		1	
Total R		105	20	10	7	21	
Total 1/2		12	12	9	2	6	
Total Rating/1/	2 hours	8.75	1.67	1.11	<b>3.5</b> 0	3.50	
Total 1/2 hour	-	KSBW	KNTV	KCCN	KCBA	KSMS	TOTAL
	1987	12	10	10	0	0	32
	1988	12	10	8	0	0	31
	1989	12	10	10	0	0	32
	1990	12	10	8	3	4	37
	1991	12	10	9	2	4	37
	1992	12	11	8	2	6	39
	1993	11	11	9	2	5	38
	1994	12	11	10	3	5	41
	1995	12	11	8	2	5	38
	1996	12	12	9	2	6	41

Total Rating/1/2 hours						
•	KSBW	KNTV	KCCN	KCBA	KSMS	TOTAL
1987	6.83	2.20	3.20	0.00	0.00	12.23
1982	7.42	2.50	1.56	0.00	0.00	11.47
1989	7.33	1.70	1.80	0.00	0.00	10.83
1990	7.17	2.30	1.25	1.33	4.50	16.55
19 <del>9</del> 1	5.92	2.10	1.33	1.50	4.00	14.85
1 <b>99</b> ?	7.42	2.00	1.38	2.00	3.00	15.79
1993	7.18	2.55	1.78	1.50	3.60	16.61
19 <del>94</del>	9.17	1.91	1.90	2.33	3.40	18.71
1 <b>995</b>	6.75	2.00	1.75	4.50	3.80	18.80
1996	8.75	1.67	1.11	3.50	3.50	18.53

# Salinas-Monterey, CA News Rating 10-Year History

6-700AM	KSBW	KNTV	KCCN	KCBA	KSM <b>S</b>	Total
1987	6	1	1	0	0	8
1988	7	2	0	0	0	9
1989	8	1	0	٥	0	9
1990	7	0	0	0	0	7
1991	7	1	1	0	0	9
1992	7	2	0	0	1	10
1993	5	2	0	0	0	7
1994	12	2	0	0	0	14
1995	8	2	0	0	0	10
1996	11	2	0	0	0	13
Total	78	15	2	0	1	96
Average	7.8	1.5	0.2	0.0	0.1	9.6
% of Total	81.3%	15.6%	2.1%	0.0%	1.0%	100.0%
7-900AM	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	30	14	4	0	0	48
1988	26	12	4	0	0	42
1989	25	8	9	0	0	42
1990	22	16	4	0	0	42
1991	16	12	8	0	0	34
1992	26	9	4	0	0	39
1993	20	14	5	0	0	39
1994	33	10	8	0	0	51
1995	18	12	4	0	0	34
1996	29	10	0	0	0	39
Total	245	117	48	0	0	410
Average	24.5	11.7	4.8	0.0	0.0	41.0
% of Total	59.8%	28.5%	11.7%	0.0%	0.0%	100.0%
Noon	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	2	0	0	O	0	2
1988	3	0	0	0	0	3
1989	3	0	0	0	0	3
1990	4	0	0	0	0	4
1991	1	0	1	0	0	2
1992	2	1	0	0	0	3
1993	0	1	0	0	0	1
1994	2	1	0	0	0	3
1995	2	٥	0	0	٥	2
1996	2	0	0	0	0	2
Total	21	3	1	0	0	25
Average	2.1	0.3	0.1	0.0	0.0	2.5
% of Total	84.0%	12.0%	4.0%	0.0%	0.0%	100.0%

5-700PN	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	27	4	17	0	C	48
19 <b>88</b> 19 <b>89</b>	45 45	8 6	7 5	0 0	G O	60 59
1989	47	5	4	2	14	72
1991	41	7	4	0	16	68
1992	49	8	4	0	17	78
1993	47	7	8 8	a 2	17 16	81 88
1994 1995	55 46	6	8	o o	18	78
1995	54	7	8	0	20	89
Total	456	67	76	4	118	721
Average	45.8	5.7	7.6	0.4	11.8	72.1
% of Tota	63.2%	9.3%	10.5%	0.6%	16,4%	100.0%
10-1100	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	6	1	3	0	G	10
1988	8	3	3	0	0	14
1989 1996	7	2 2	1 2	0 2	0 4	10 18
1991	6	1	0	3	ō	10
1992	5	2	3	4	ō	14
1993	7	2	3	3	1	16
1994	8	1	3	5	1	16
1995	7	2	2 2	9	1	21
1996 Totel	9 69	1 17	22	33	,	20 149
Average	5.9	1.7	2.2	3.3	0.8	14.9
% of Total	46.3%	11.4%	14.8%	22.1%	5.4%	100.0%
Grand T	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	82	22	32	0	0	136
1988	89	25	14	0	0	128
1989	88	17	18	0	0	123
1990	86 XSBW	23 KNTV	10 KION	4 KCBA	18 XSMS	141 TOTAL
1991	71	21	12	3	16	123
1992	89	22	11	4	18	144
-	79	28	16	3	18	144
1993		20	, 10			
1994	110	21	19	7	17	174
1994 1995	110 . 81	21 22	19 14	7 9	17 19	174 145
1994 1995 1996	110	21	19	7	17	174
1994 1995 1996 6 Year:	110 . 81 105	21 22 20	19 14 10	7 9 7	17 19	174 145
1994 1995 1996	110 . 81	21 22	19 14	7 9	17 19 21	174 145 163
1994 1995 1996 6 Year: Total	110 . 81 105 535	21 22 20 134	19 14 10 82	7 9 7	17 19 21 109	174 145 163 693
1994 1995 1996 6 Year: Total Avg %	110 . 81 105 535 89.2	21 22 20 134 22.3	19 14 10 82 13.7	7 9 7 33 5.5	17 19 21 109 18.2	174 145 163 693 148.8
1994 1995 1996 6 Year: Total Avg	110 . 81 105 535 89.2	21 22 20 134 22.3	19 14 10 82 13.7	7 9 7 33 5.5	17 19 21 109 18.2 12.2%	174 145 163 693 148.8 100.0%
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg	110 . 81 105 535 89.2 38.9% 880 68.0	21 22 20 134 22.3 15.0%	19 14 10 82 13.7 9.2%	7 9 7 33 5.5 2.7%	17 19 21 109 18.2 12.2%	174 145 163 693 148.8 100.9%
1994 1995 1996 6 Year: Total Avg % 10 Year: Total	110 . 81 105 535 89.2 36.9%	21 22 20 134 22.3 15.0%	19 14 10 82 13.7 9.2%	7 9 7 33 5.5 2.7%	17 19 21 109 18.2 12.2%	174 145 163 693 148.8 100.0%
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg	110 . 81 105 535 89.2 38.9% 880 68.0	21 22 20 134 22.3 15.0%	19 14 10 82 13.7 9.2%	7 9 7 33 5.5 2.7%	17 19 21 109 18.2 12.2%	174 145 163 693 148.8 100.9%
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg	110 . 81 105 535 89.2 38.9% 880 68.0 51.9%	21 22 20 134 22.3 15.0%	19 14 10 82 13.7 9.2%	7 9 7 33 5.5 2.7%	17 19 21 109 18.2 12.2%	174 145 163 693 148.8 100.0% 1421 142.1
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg % Total Avg %	110 .81 105 535 89.2 39.94 880 66.0 51.94	21 22 20 134 22.3 15.0% 221 22.1 15.8%	19 14 10 82 13.7 8.24 156 15.6 11.0%	7 9 7 33 5.5 2.7N 37 3.7 2.6%	17 19 21 109 18.2 122% 127 12.7 8.9%	174 145 163 693 148.8 100.0% 1421 142.1 100.0%
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg %	110 81 105 535 89.2 39.94 880 88.0 81.9%	21 22 20 134 22.3 (5.0% 221 22.1 15.0%	19 14 10 82 13.7 9.2% 156 15.6 11.0%	7 9 7 7 33 5.5 2.7% 37 3.7 2.6% KCSA 0	17 19 21 109 18.2 12.7% 12.7 8.9%	174 145 163 893 148.8 100.0% 1421 142.1 100.0%
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg %	110 .81 105 535 89.2 59.94 880 68.0 61.9% KSBW 32 48	21 22 20 134 22.3 15.0% 221 22.1 15.0%	19 14 10 82 13.7 9.2% 156 15.6 11.0%	7 9 7 7 33 5.5 5.7% 37 5.5 2.7% KCSA 0 0	17 19 21 109 18.2 12.76 12.7 8.9%	174 145 163 893 148.8 100.0% 142.1 142.1 100.0%
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg % Total Lo 1987 1988	110 . 81 105 535 89.2 38.9% 880 68.0 61.9% KSBW 32 48	21 22 20 134 22.3 15.0% 221 22.1 15.8% KNTV 5 8 7	19 14 10 82 13.7 9.2% 156 15.6 11.0%	7 9 7 7 33 5.5 2.7% 37 3.7 2.6% KCSA 0	17 19 21 109 18.2 12.7% 12.7 8.9% KSMS 0	174 145 163 893 148.8 100.0% 1421 142.1 100.0%
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg %	110 .81 105 535 89.2 59.94 880 68.0 61.9% KSBW 32 48	21 22 20 134 22.3 15.0% 221 22.1 15.0%	19 14 10 82 13.7 9.24 156 15.6 11.0% KCGN 20 8	7 9 7 7 33 5.5 5.7% 37 5.5 2.7% KCSA 0 0	17 19 21 109 18.2 12.7% 12.7 12.7 8.9% KSMS	174 145 163 693 148.8 100.0% 1421 142.1 100.0% Total 57 64 61 70
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg % Total Le 1987 1988 1989 1980	110 .81 105 535 89.2 38.9% 880 68.0 81.9% KSBW 32 48 48 48 KSBW	21 22 20 134 22.3 15.0% 221 22.1 19.8% KNTV 5 8 7 5 KNTV 9	19 14 10 82 13.7 P.2% 156 15.6 11.0% KCGN 20 8 6 4 KION 3	7 99 7 7 33 5.5 5.7 M 37 5.5 2.7 M 6 8 8 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	17 19 21 109 18.2 12.76 12.7 12.7 8.9% KSMS 0 0 0 0 9 KSMS 6	174 145 163 893 148.8 100.0% 142.1 142.1 100.0% Totali 70 TOTAL 67
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg % Total Le 1987 1988 1989 1990	110 . 81 105 535 89.2 38.9% 880 68.0 61.9% KSBW 32 48 48 48 48 KSBW	21 22 20 134 22.3 15.0% 221 22.1 15.8% KNTV 5 8 7 5 KNTV 9	19 14 10 82 13.7 9.74 156 15.6 11.0% KCGN 20 8 6 4 KION	7 9 7 7 33 5.5 2.7M 37 3.7 2.6M KCSA 0 0 0 4 4 KCSA 3 4	17 19 21 109 18.2 127 127 12.7 85% KSMS 0 0 0 9 KSMS 6 5	174 145 163 693 148.8 100.0% 1421 142.1 100.0% Total 57 64 61 70 TOTAL 67
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg % Total Lo 1987 1987 1989 1990	110 .81 105 535 89.2 59.9% 880 68.0 61.9% KSBW 48 48 48 48	21 22 20 134 22.3 15.0% 221 22.1 15.8% KNTV 5 8 7 5 KNTV 9 9	19 14 10 82 13.7 824 156 15.6 11.0% KCCN 20 8 4 KION 3 5 8	7 9 7 7 33 5.5 2.7M 37 3.7 2.6M KCSA 0 0 0 4 KCSA 3 4 3 3	17 19 21 109 18.2 127 12.7 8.9% KSMS 0 0 0 9 9 KSMS 6 5	174 145 163 693 148.8 100.0% 1421 142.1 100.0% Total 57 64 61 70 TOTAL 67 89
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg % Total Lo 1987 1988 1989 1990 1991 1992 1993	110 .81 105 535 89.2 39.9% 880 68.0 51.9% KSBW 32 48 48 48 48 48 46 46	21 22 20 134 22.3 15.0% 221 22.1 15.0% KNTV 5 8 7 7 5 KNTV 9 9	19 14 10 82 13.7 9.2% 156 15.6 11.0% KCCN 20 8 6 4 KION 3 5 8	7 99 7 7 33 5.5 5.7 M 37 5.5 7 2.6 M KCSA 0 0 0 4 KCSA 3 4 3 3 7 7	17 19 21 109 18.2 127 127 12.7 85% KSMS 0 0 0 9 KSMS 6 5	174 145 163 693 148.8 100.0% 1421 142.1 100.0% Total 57 64 61 70 TOTAL 67
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Avg % Total Lo 1987 1987 1989 1990	110 .81 105 535 89.2 59.9% 880 68.0 61.9% KSBW 48 48 48 48	21 22 20 134 22.3 15.0% 221 22.1 15.8% KNTV 5 8 7 5 KNTV 9 9	19 14 10 82 13.7 824 156 15.6 11.0% KCCN 20 8 4 KION 3 5 8	7 9 7 7 33 5.5 2.7M 37 3.7 2.6M KCSA 0 0 0 4 KCSA 3 4 3 3	17 19 21 109 18.2 12.76 12.7 8.9% KSMS 0 0 0 0 9 KSMS 6 5 1.4	174 145 163 893 148.8 100.9% 142.1 100.9% Total 67 64 61 70 TOTAL 67 69 80 88
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Le 1987 1988 1989 1990 1991 1992 1993 1994 1995	110 .81 105 535 89.2 39.9% 880 68.0 61.9% KSBW 32 48 48 48 48 48 48 61 50 61	21 22 20 134 22.3 15.0% 221 22.1 15.5% KNTV 9 9 9 8 7 8	19 14 10 82 13.7 8.24 156 15.6 11.0% KCCN 20 8 6 4 KION 3 5 8 7 7	7 99 7 7 33 5.5 5.7 M 37 3.7 2.6 M KCSA 0 0 0 4 4 KCSA 3 4 4 3 7 9 9 7	17 19 21 109 18.2 127 12.7 8.9% KSMS 0 0 0 9 8 KSMS 6 5 14	174 145 163 693 148.8 100.0% 1421 142.1 100.0% Total 57 64 61 70 TOTAL 67 89 80 88 79
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Le 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1996 1996 1996 1996 1996 1996	110 .81 105 535 89.2 59.94 880 68.0 61.9% KSBW 32 48 48 48 46 46 46 46 46 46	21 22 20 134 22.3 15.0% 221 22.1 15.0% KNTV 5 8 7 5 KNTV 9 9 9 9 8 7 7 8	19 14 10 82 13.7 9.2% 156 15.6 11.0% KCCN 20 8 6 4 KION 3 5 8 7 7 7 8	7 99 7 7 33 5.5 5.7M 37 5.5 7.7M CCSA 0 0 0 4 4 3 7 7 9 7 7 33	17 19 21 109 18.2 12.76 12.7 12.7 8.9% KSMS 0 0 0 0 9 8 5 14 5 14 5	174 145 163 893 148.8 100.9% 1421 142.1 100.0% Total 67 69 80 88 79 90
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Le 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 8 Year: Total Avg	110 .81 105 535 89.2 38.9% 880 68.0 61.9% KSBW 32 48 48 48 48 48 46 46 46 46 50 61	21 22 20 134 22.3 15.0% 221 22.1 15.8% KNTV 5 8 7 5 KNTV 9 9 9 9 8 7 8	19 14 10 82 13.7 9.2% 156 15.6 11.0% KCON 20 8 6 4 KION 3 5 8 7 7 6	7 99 7 7 33 5.5 2.7M 37 3.7 2.6M CSA 0 0 0 4 4 KCSA 3 7 7 9 7 7 33 5.5	17 19 21 109 18.2 1275 127 12.7 8.9% KSMS 0 0 0 9 9 8 5 14 5 6 6 6	174 145 163 693 148.8 100.9% 1421 142.1 100.0% Totali 57 64 61 70 TOTAL 67 69 80 88 79 90
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Le 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1996 1996 1996 1996 1996 1996	110 .81 105 535 89.2 59.94 880 68.0 61.9% KSBW 32 48 48 48 46 46 46 46 46 46	21 22 20 134 22.3 15.0% 221 22.1 15.0% KNTV 5 8 7 5 KNTV 9 9 9 9 8 7 7 8	19 14 10 82 13.7 9.2% 156 15.6 11.0% KCCN 20 8 6 4 KION 3 5 8 7 7 7 8	7 99 7 7 33 5.5 5.7M 37 5.5 7.7M CCSA 0 0 0 4 4 3 7 7 9 7 7 33	17 19 21 109 18.2 12.76 12.7 12.7 8.9% KSMS 0 0 0 0 9 8 5 14 5 14 5	174 145 163 893 148.8 100.9% 1421 142.1 100.0% Total 67 69 80 88 79 90
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Le 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 8 Year: Total Avg	110 .81 105 535 89.2 58.94 880 68.0 81.9% KSBW 32 48 48 48 46 46 46 46 50 61	21 22 20 134 22.3 15.0% 221 22.1 15.8% KNTV 9 9 9 9 8 7 8 8 7 8	19 14 10 82 13.7 9.2% 156 15.6 11.0%  KCON 20 8 6 4 KION 3 5 8 7 7 8 6 38 6.3 8,0%	7 99 7 7 33 5.5 2.7M 37 3.7 2.6M CSA 0 0 0 4 KCSA 3 4 3 3 7 9 9 7 7 33 5.5 7 0 4 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	17 19 21 109 18.2 1276 127 127 127 127 8 9% KSMS 0 0 0 0 9 9 KSMS 5 14 5 6 6 6 6	174 145 163 893 148.8 100.0% 142.1 142.1 100.0% Totali 67 68 80 88 88 88 79 90 473 78.8
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Le 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 6 Year: Total Avg %	110 . 81 105 535 89.2 58.9% 880 68.0 61.9% KSBW 48 48 48 48 46 61 50 61 310 51.7 45 5%	21 22 20 134 22.3 15.0% 221 22.1 15.5% KNTV 9 9 9 8 7 8 5 8 7 5 8 7 5 8 7 5 8 7 7 8 8 7 8 8 7 8 8 8 8	19 14 10 82 13.7 9.74 156 15.6 11.0% KCGN 20 8 6 4 KION 3 5 8 7 7 8 3.6 3.6 3.6 3.6 3.7 7 7 8	7 99 7 7 33 5.5 2.7M 37 2.6M KCBA 0 0 0 4 KCBA 3 7 7 9 7 7 33 5.5 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	17 19 21 109 18.2 127 127 12.7 85% KSMS 0 0 0 9 KSMS 6 5 14 5 6 6 6 6 7.0 8 9 8 9	174 145 163 693 148.8 100.0% 1421 142.1 100.0% Total 61 70 TOTAL 67 69 80 88 88 79 90 473 78.5 100.0%
1994 1995 1996 6 Year: Total Avg % 10 Year: Total Le 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1996 1996 1996 1996 1996 1996	110 .81 105 535 89.2 58.94 880 68.0 81.9% KSBW 32 48 48 48 46 46 46 46 50 61	21 22 20 134 22.3 15.0% 221 22.1 15.8% KNTV 9 9 9 9 8 7 8 8 7 8	19 14 10 82 13.7 9.2% 156 15.6 11.0%  KCON 20 8 6 4 KION 3 5 8 7 7 8 6 38 6.3 8,0%	7 99 7 7 33 5.5 2.7M 37 3.7 2.6M CSA 0 0 0 4 KCSA 3 4 3 3 7 9 9 7 7 33 5.5 7 0 4 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	17 19 21 109 18.2 1276 127 127 127 127 8 9% KSMS 0 0 0 0 9 9 KSMS 5 14 5 6 6 6 6	174 145 163 893 148.8 100.0% 142.1 142.1 100.0% Totali 67 68 80 88 88 88 79 90 473 78.8

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